

STEP-BY-STEP GUIDE TO DEMOLAY MONTH PLANNING

Select a DeMolay Month Committee

The Master Councilor should select three DeMolays and one or two advisors to coordinate the chapter's DeMolay Month plans. If your chapter is small, the DeMolay Month Committee should make the DeMolay Month calendar and plan all of the activities. If your chapter is larger, the DeMolay Month Committee should be responsible for laying out the calendar and coordinating the activities, but each activity may be planned by a separate committee.

Fill Up the Calendar

Use the DeMolay Month Calendar Worksheet to find potential dates for DeMolay Month activities. Once you have a list of available dates, start deciding on activities. The DeMolay Month Activities: Idea Starter is full of ideas for great DeMolay Month events and activities. You can pick activities from it and customize them, or use it to start brainstorming ideas of your own. Try to pick activities that fit your chapter's personality, size, and budget. Carefully consider how many activities your chapter will be able to accomplish. Some events require a lot of planning; others are simple. By selecting a good mix of activities, you should be able to fill up DeMolay Month without overdoing it. Be careful to avoid picking several large-scale events. On the other hand, challenge yourself to plan at least one activity that goes beyond your chapter's usual routine.

Ask for a Proclamation or Resolution

Once you have a basic plan, you are ready to ask your local government officials for a proclamation or resolution. A proclamation or resolution is a great way to raise awareness of DeMolay and will attract attention to your DeMolay Month activities. See the How to Ask for a Proclamation or Resolution guide for more information.

Plan Each Activity

Each event or activity on your calendar deserves special attention. Be sure to follow through with planning and budgeting for each activity. If separate committees or individuals are assigned to plan each event, the DeMolay Month Committee should check progress occasionally to make sure that each activity is well-planned.

Contact VIPs

VIPs are "Very Important People." Some activities are built around having a local official or other leader as a keynote speaker or featured attendee. Before you get too far into planning, make sure that the VIP is available to attend. It is a good idea to make a list of other people to invite if your first choice is unavailable. You should also have a backup plan in case the VIP has to cancel at the last minute.

Get the Word Out

Be sure that all of your chapter's members and advisors are aware of DeMolay Month plans. Give planning updates at chapter meetings. Distribute calendars and other information. Use a phone tree or e-mail list to contact members between meetings.

Once plans are set, it's time to get the word out to the community. (Remember, DeMolay Month is about community involvement.) You can print up flyers that members and their parents can distribute at school and work. Consider hanging posters or signs at your chapter's meeting place or in local community centers. (Be sure to get permission first.) Send fliers or printed invitations to VIPs, nearby chapters, and other Masonic groups.

Alert the Media

Use the *Press Releases Made Easy* guide to create press releases for each of your chapter's public events. You should also create a press release if your chapter receives a proclamation or other form of recognition. Distribute the press releases to local newspapers, radio stations, and television stations according to the instructions in the guide. Invite reporters to attend major events.

Have a Great DeMolay Month

Carry out each activity in your plan. Have a good time! Encourage your chapter members and advisors to talk about successful DeMolay Month events at school and work.

Be Proud of Your Success

After a successful activity or event, send a press release with pictures to your local media to say how great the event was. Also send your press releases, pictures, proclamations, and any newspaper clippings to the DeMolay headquarters so that they can be filed in DeMolay's archives or used in DeMolay publications. The address is 10200 NW Ambassador Drive, Kansas City, MO 64153 or demolay@demolay.org.

Build on Your Success

Once DeMolay Month is over, think about ways that you can keep up the enthusiasm and community support that you have started. Send thank you letters or cards to VIPs and people who contributed to your DeMolay Month activities. Be sure to write down any good ideas for future events or next year's DeMolay Month.